Réceipt date: 02/01/2006



Attorney Docket No. 56704.000109 Customer No. 27682

10735018 - GALLA

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

n re Application of:)	
Matthew K. GRACIE)	Group Art Unit: 3623
Application Number: 10/735,018	, ,	Examiner: C. Michelle Colon
Filed: December 12, 2003	;	

SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER For:

IDENTIFICATION PROGRAM

CERTIFICATE OF MAILING UNDER 37 C.F.R. 1.8

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January 30, 2006 Date

Gail W. O'Brien

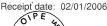
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Attorney Docket No. 56704.000109 Customer No. 27682

Documents being submitted with this Certification of Mailing under 1.8 are:

- Information Disclosure Statement and Transmittal Letter
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Hunton & Williams LLP Riverfront Plaza, East Tower 951 East Byrd Street Richmond, VA 23219 (804) 788-8200 (Telephone) (804) 788-8218 (Facsimile)



FEB 01 2006

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Matthew K. GRACIE	ζ	Group Art Unit: 3623
Matthew R. Glovens	Ś	
Application Number: 10/735,018)	Examiner: C. Michelle Colon
)	
Filed December 12, 2003)	

For: SYSTEM AND METHOD FOR CONDUCTING AN OPTIMIZED CUSTOMER IDENTIFICATION PROGRAM

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

Sir:

Attached hereto is a duly completed Form PTO/SB08a & 08b listing a reference cited in an International Search Report, which has a mailing date of December 28, 2005, in connection with PCT Application No. PCT/US04/41364, which may be considered either material or helpful to the examination of the above-identified patent application. A check in the amount of \$180.00 for submission of this paper is enclosed herewith. However, if it is determined that an additional fee is required, the Commissioner is authorized to charge any such fees to Deposit Account No. 08-3436.

Should any questions arise concerning this matter, please contact the undersigned attorney at the telephone number provided below.

Date: January 30, 2006

Respectfully submitted,

HUNTON & WILLIAMS LLP Riverfront Plaza, East Tower 951 E. Byrd St Richmond VA 23219 (804) 788-7365 telephone (804) 343-4912 facsimile By: Gregory M. Murphy
Registration No. 52,494

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INFORMATION DISCLOSURE	Complete if Known					
B TRA	DEMARK			Application Number	10/735.018	
_			CLOSURE	Filing Date	December 12, 2003	
STATEMENT BY APPLICANT		First Named Inventor	Matthew K. GRACIE			
51				Art Unit	3623	
	(use as many shee	ts as n	ecessary)	Examiner Name	C. M. Colon	
Sheet	11	of	1	Attorney Docket Number	56704.000109	

U.S. PATENT DOCUMENTS							
Examiner Cite Initials' No.	Cite No.1	Document Number	Filing Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, When Relevant Passages or Relevan		
		Number-Kind Code ^{2 (if know}	art)		Figures Appear		
	1_	US 5,574,828	11-12-1996	Hayward et al.			
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FOREIGN PATENT DOCUMENTS							
Examiner	Cite	Foreign Patent Document	Publication Date	Name of Patentee or	Pages, Columns, Lines,	١,	
Initial*	No.1	Country Code ³ Number ⁴ Kind Code ⁵ (if know	n) MM-DD-YYYY Applicant of Cited Document Where Relevant Relevant Figure		Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	jes or year	
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Examiner Signature	/Johnna Loftis/	Date Considered	07/07/2010

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This collection of Information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application Confideralisty is governed by 38 U.S.C. 122 and 37 CFR 1.1.4. This collections in estimated to 2 hours to complete inducing gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the inducidal case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing life builders, should be sent to the Chief Information Office. U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, V.A 22315-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, V.A. 22313-1450.

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Substitute for form 1449A/PTO		Complete If Known				
				Application Number 10/735,018		
INF	ORMATION	DISCLO	SURF	Filing Date	December 12, 2003	
				First Named Inventor	Matthew K. GRACIE	
STATEMENT BY APPLICANT (use as many sheets as necessary)				Art Unit	3623	
			iry)	Examiner Name	C. M. Colon	
Sheet	2	of	2	Attomev Docket Number	56704.000109	

	NON-PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country when published	T ²		
:	1	International Search Report, PCT Application No. PCT/US04/41364, dated 12/28/2005, 2 pages			
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Examiner /Joh Signature /Joh	nna Loftis/	Date Considered	07/07/2010
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^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered, Include copy of this form with next communication to applicant.

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